

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379147

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900359034		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heidelberg University		03/15/2016	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	Heidelberg Licensing LLC		
Street Address:	84-88 S. Washington Street		
City:	Tiffin		
State/Country:	OHIO		
Postal Code:	44883		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77707497	HEIDELBERG	
CORRESPONDENCE DATA			
Fax Number:	4192559639		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4192555900		
Email:	emch@mstfirm.com		
Correspondent Name:	Gregg W. Emch		
Address Line 1:	720 Water Street FL 5		
Address Line 4:	Toledo, OHIO 43604		
ATTORNEY DOCKET NUMBER:	1-57910		
NAME OF SUBMITTER:	Gregg W. Emch		
SIGNATURE:	/Gregg W. Emch/		
DATE SIGNED:	04/04/2016		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK ("Assignment") is effective as of 15 March, 2016, by and between Heidelberg University, an Ohio not-for-profit corporation ("Assignor") and Heidelberg Licensing LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns the marks and applications identified in Exhibit A attached hereto, for use in educational and financial services, and related goods and services (collectively, the "Marks");

WHEREAS, Assignee is desirous of acquiring all right, title and interest to said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee any and all right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Marks.

Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Marks in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is needed by the Assignee.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment.

HEIDELBERG UNIVERSITY

By: 

Name: Robert H. Huntington

Title: President

Date: March 15, 2016

EXHIBIT A

<u>Mark</u>	<u>U.S. Application Serial Number</u>
HEIDELBERG	77/707,497
HEIDELBERG UNIVERSITY	(No application)